

## **Mahindra showcases its range of potato farming technologies at Global Potato Conclave 2020**

*Farm*

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**Gandhinagar, January 31, 2020:** Mahindra Farm Equipment Sector and Mahindra HZPC Pvt Ltd; a joint venture of Mahindra Agri Solutions Limited and HZPC Holding B.V., the world's largest seed potato player, participated in the Global Potato Conclave 2020 at Gandhinagar, India. A global event organized by CPRI Shimla at Mahatma Mandir, the potato conclave is open to all farmers from January 28-31, 2020.

At the conclave Mahindra HZPC (MHZPC) showcased its 6 new seed potato varieties viz. **Colomba, Memphis, Taurus, Sagitta, Ivory Russet** and **Innovator**, which are sure to help Indian potato farmers increase their income through better yield, market prices and quality attributes.

While the Innovator variety is already popular amongst the French fry manufacturers, Ivory Russet is a new entrant to this segment. Taurus, which caters to the chips industry has a uniquely long storage period, more so than any existing Indian variety. Colomba and Memphis are high yielding table varieties, while Sagitta can be used both in processing fries and table consumptions.

Also showcasing its state-of-the-art precision farming and mechanization solution was Mahindra Farm Equipment sector with its best in class potato

planters by **Mahindra Dewulf**, potato special **Mahinda Novo & Mahindra Yuvo** tractors and modern precision farming solutions of Soil mapping and fertilizer drilling. With its whole host of mechanization solutions and differentiated potato varieties, Mahindra is the only company in India which can offer an entire stack of solution for the Indian potato farmer.

At the Global Potato Conclave 2020, Mahindra also hosted a field day for farmers to experience Mahindra's latest in potato farming technologies in a specially created demonstration area.

Addressing these farmers **Ashok Sharma – President, Agri Sector, at Mahindra & Mahindra Ltd.**, said "Mahindra has always been a pioneer in bringing world class solutions to Indian Agriculture. Today, we are proud to unveil six globally acknowledged varieties of seed potatoes to Indian farmers. We are confident that with this new portfolio, we would not only help potato farmers in getting premium from Indian consumers but also help processors and food companies in sourcing highest quality, processing amenable, potatoes from India."

Closely working with numerous progressive seed potato growers in India and engaged in delivering quality potato seed through a wide distribution network across country, Mahindra HZPC leverages sustainability and promote the best practices considering environment and society while doing business. The joint venture is to bringing access to latest technology, new varieties and will open global markets for Indian farmers.

The complete range of solutions in potato farming demonstrates yet another instance of Mahindra investing in future ready technologies to provide holistic and affordable offerings to the global farming community. This also illustrates the new age Agri and precision farming technologies which are being innovated by Mahindra beyond its traditional forte in farm equipment.

Mahindra has partnered with global names in farm machinery and has strategically invested in agri and technology start-ups, to develop some of the best farming solutions at affordable prices. Its eco-system of global innovation centres develop Agricultural, digital and mechanized solutions to transform the way small landholders farm, helping them achieve FarmTech prosperity.

### **Products at display:**

- Mahindra 275 XP PLUS
- Mahindra YUVO 415 POTATO SPECIAL
- Mahindra YUVO 575 4 WD DRYLAND
- Mahindra NOVO 605 2WD
- Potato Planter
- Boom Sprayer

### **About Mahindra**

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 240,000 people across 100 countries.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise

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